MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

DFB5018 – FUNDAMENTALS OF BUSINESS

(All sections / Groups)

15 OCTOBER 2018
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 7 pages with 4 sections only.
2. Attempt **ALL** the questions.
3. Answers for Section A and B should be shaded on the OMR sheet provided.
4. For Section C and D: Please write your answers in the answer booklet provided.

SECTION A: MULTIPLE CHOICE QUESTIONS [30 Marks]

Answers for this section should be shaded on the OMR sheet.

1. MM cineplex is showing a wide selection of movies when consumers wish to see the movies. It is an example of _____ utility.
   a. possession
   b. form
   c. time
   d. place

2. What type of good production method is used by firms when they produce for mass consumption?
   a. Make to order.
   b. Make to copy.
   c. Make to sell.
   d. Make to stock.

3. Toyota has focused on creating reliable cars with an appealing fit and finish. The company always ensure to meet customers' expectations. What type of service is being given to the customers?
   a. Low cost.
   b. Exclusive.
   c. Quality.
   d. Flexible.

4. _____is a dimension of quality that refers to how well a product does what it is supposed to do.
   a. Consistency
   b. Performance
   c. Quality control
   d. Reliability

5. Rainbow Clothing Sdn Bhd produces t-shirts for the international market. Which department of the company is responsible to monitor that the operation department produces t-shirts that meet specific, predetermined standards?
   a. Marketing.
   b. Quality control.
   c. Purchasing.
   d. Productivity.

6. _____allow outsiders limited access to a firm's internal information network.
   a. Intranet
   b. Extranet
   c. E-commerce
   d. Internet

7. Which one of the following allows groups of people to communicate simultaneously from various locations via e-mail, phone, or video?
   a. E-commerce.
   b. Electronic conferencing.
   c. World Wide Web.
   d. Data mining.

Continued...

8. Avira Antivirus and Microsoft Windows are examples of _____.
   a. hardware
   b. database
   c. computer network
   d. software

9. Who or what is the usual client in client-server networks?
   a. The application through which users answer information requests.
   b. The supplier who checks the availability of components.
   c. The computer through which users make requests for information.
   d. The customer who does business online.

10. The person in charge of operating the systems used for gathering, organising, and distributing information is known as _____.
   a. operation manager
   b. marketing manager
   c. communications manager
   d. information systems manager

11. Oldtown Kopitiam buys coffee beans in bulk. The coffee beans can be considered as _____ good.
   a. consumer
   b. business
   c. individual
   d. industrial

12. Ladybirds Sdn Bhd is trying to persuade potential buyers about its new product through popular newspapers in this country. Which of the following terms **BEST** suits the act?
   a. Operation.
   b. Advertising.
   c. Personal selling.
   d. Sale promotion.

13. Julie Biscuits decides to introduce cookies made with organically grown grains and vegetables. What environmental trend is the company responding to?
   a. Economic.
   b. Technological.
   c. Sociocultural.
   d. Political-legal.

14. Oppo A5 mobile phone measures 156.20 x 75.60 x 8.20 (height x width x thickness) and weigh 168.00 grams. What is this information associated with the product called?
   a. Product benefits.
   b. Product values.
   c. Product features.
   d. Product package.

15. Products such as milk and newspapers are categorised as _____ goods.
   a. shopping
   b. convenience
   c. production
   d. industrial

Continued...

16. Which of the following **BEST** explains fixed costs?
    a. Costs that remain the same across all products.
    b. Costs that are needed to acquire fixed profits.
    c. Costs that remain the same from year to year.
    d. Costs that are unaffected by the number of goods sold by the firm.

17. What is the potential result when the members of a distribution channel disagree over the roles they should play or the rewards they should receive?
    a. Channel conflict.
    b. Channel reward.
    c. Channel member.
    d. Channel leadership.

18. Following are the examples of e-intermediaries **EXCEPT**
    a. Amazon.com.
    b. Lazada.com.
    c. Google.com.
    d. Ebay.com.

19. What does the non-store retailing to consumers via home television is called?
    a. Social media retailing.
    b. Media retailing.
    c. Audio retailing.
    d. Video retailing.

20. Hovida Berhad was examined by an external party to ensure that the company's financial reports are faithful and accurate. Which of the following terms **BEST** represents this operation?
    a. Accounting.
    b. Audit.
    c. Bookkeeping.
    d. Portfolio Analysis.

21. Sofia was hired by Lollipop Sdn Bhd as a salaried employee for her expertise in areas such as financial planning, internal auditing, and taxation. Sofia is **BEST** known as a
    a. forensic accountant.
    b. bookkeeper.
    c. public accountant.
    d. private accountant.

22. What is the accounts payable example of?
    a. Liability.
    b. Asset.
    c. Account.
    d. Equity.

23. What is the financial statement describing a firm's yearly cash receipts and cash payments called?
    a. Balance sheet.
    b. Income statement.
    c. Budget.
    d. Statement of Cash Flows.

Continued...

24. Which of the following explains the portability characteristic of money?
    a. It is light and easy to handle.
    b. It can be exchanged across national borders.
    c. If it wears out, it can be replaced.
    d. It has relatively stable value.

25. The promise of the bank to pay a firm on behalf of another firm, if specified conditions are met is referred to as
    a. letter of credit.
    b. letter of promise.
    c. banker's acceptance.
    d. banker's credit.

26. What is the Malaysian agency that guarantees the safety of deposits in the financial institutions that it insures called?
    a. Malaysia Deposit Insurance Corporation.
    b. Malaysia Guarantee Corporation.
    c. Malaysia Banking Insurance Corporation.
    d. Malaysia Deposit Protection Corporation.

27. EFT is the acronym of _____.
    a. Electronic Foreign Transfer
    b. Email Foreign Transfer
    c. Email Funds Transfer
    d. Electronic Funds Transfer

28. Which of the following is sold by corporations in order to raise its capital?
    a. Stock.
    b. Partnership.
    c. Dividend.
    d. Loan.

29. The cumulative growth of money from interest paid over a given period of time is known as _____.
    a. time value of money
    b. compound growth
    c. interest
    d. market value

30. Based on The Rule of 72, investors can find _____.
    a. the market value of an investment
    b. the money requires to double an investment
    c. the total value of an investment
    d. the number of years needed to double an investment

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SECTION B: TRUE/FALSE QUESTIONS [10 Marks]

Answers for this section should be shaded on the OMR sheet.

Mark "A" for the TRUE statement and "B" for the FALSE statement.

31. Utility is referred to as a product's ability to satisfy a human want or need.

32. Data warehousing is the application of electronic technologies for searching, sifting, and reorganising pools of data to uncover useful information.

33. Most of the customers seek information from personal sources, public sources and experiences before they make any major purchase decisions.

34. Consumer is a person who purchases the products and services for personal use.

35. Retailers help to distribute goods, either by moving them or by providing information that stimulates their movement from sellers to customers.

36. Higher prices is one of the drawbacks of non-direct distribution.

37. Independent auditors who do not work for the company must ensure that clients' accounting systems follow Generally Accepted Accounting Principles (GAAP).

38. A pension fund like KWSP is a pool of fund that is managed to provide retirement income for its members.

39. Bank Negara Malaysia is an example of commercial bank.

40. The Companies Commission of Malaysia is a government agency that regulates Malaysian securities markets.

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SECTION C: FILL IN THE BLANK QUESTIONS [10 Marks]

Answers for this section should be written on the answer booklet provided.

Depreciation	Commission	Exchange rate	Cybermall	Industrial buyer
Mail order	Portfolio	Firewall	Unstorable	PERT chart

1. _____ is a tool that shows the necessary sequence of activities in a project and identifies the critical path.

2. _____ services cannot be used at a later time.

3. _____ is a security system with special software or hardware devices designed to keep computers safe from hackers.

4. _____ is a company or other organisation that buys products for use in producing other products.

5. Syndicated selling occurs when one website offers another a _____ for referring customers.

6. After entering a _____, consumers can navigate by choosing from a list of stores, product listings, or departments.

7. _____ is a popular form of direct-response retailing.

8. Accountants use _____ to spread the cost of an asset over the years of its useful life.

9. The _____ is the value of one currency compared to the value of another, reveals how much of one currency must be exchanged for another.

10. _____ is a combined holding of all the financial investments of any company or individual.

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SECTION D: STRUCTURED QUESTIONS [50 Marks]

Answers for this section should be written on the answer booklet provided.

QUESTION 1

a. List and explain the **FOUR** (**4**) basic components of marketing mix. (8 Marks)

b. Sunrise Marketing Sdn Bhd has decided to conduct a market research, the study of what customers need and want and how best to meet those needs and wants. As a marketing consultant, you strongly believe that the success of a research study often depends on the method a research team uses. What are the **FOUR** (**4**) basic methods of market research that can be adopted for your study? Explain. (8 Marks)

(Total: 16 Marks)

QUESTION 2

a. Draw a process flow chart for traditional checkout method at hotels. You are required to include **FIVE** (**5**) stages of customer activities in the chart. (10 Marks)

b. Define the following terms:

i. quality (2 Marks)
ii. productivity (2 Marks)
iii. operation (2 Marks)
iv. capacity. (2 Marks)

(Total: 18 Marks)

QUESTION 3

a. What is accounting information system? (2 Marks)

b. List the **FIVE** (**5**) users of accounting information system. (5 Marks)

c. Write the accounting equation that is used by accountants to balance data for the firm's financial transactions at various points in the year. (3 Marks)

d. Provide at least **THREE** (**3**) examples of fixed assets and **THREE** (**3**) examples of current assets of an organisation. (6 Marks)

(Total: 16 Marks)

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